Slow Food®

Slow Food Foundation
for Biodiversity

Narrative Label

A revolution in food communication

Writing Guidelines

Alce Nero, a brand that identifies more than 1,000 farmers and beekeepers from all over Italy that are committed to producing good, healthy and nutritious food, was among the first to believe, along with Slow Food, in the necessity of providing more transparent information to consumers.

For this reason it has shared Slow Food's Narrative Label project, committing to develop and disseminate it, and applying this new formula of transparent labeling to some of its own products.
Alce Nero has created narrative labels for its rice, tomato puree, crushed tomatoes, eggs and extra-virgin olive oils.

www.alcenero.com

This Slow Food project has been realized with consultation from the **Chemical Laboratory of the Torino Chamber of Commerce,** which has collaborated for years with the Slow Food Foundation for Biodiversity, including performing analyses for and advising on the Presidia in Italy and the rest of the world.

Editors:
Francesca Baldereschi, Martina Dotta, Valerie Ganio Vecchiolino, Jacopo Ghione, Eleonora Giannini, Raffaella Ponzio, Claudia Saglietti, Piero Sardo.

With consultation from:
Paola Rebufatti, Laboratorio Chimico della Camera di Commercio di Torino.

With the collaboration of:
Riccardo Pulselli ed Elena Neri di Indaco2 (www.indaco.it)

Translation: Shayna Bailey, Simone Gie

Latest edition 2015

What is the Narrative Label?

Slow Food proposes a new label, a small revolution in the world of communication of food products: the narrative label.

Along with the information required by law, the narrative label (a counter-label) provides precise information on the producers, their companies, the plant varieties or animal breeds used, cultivation techniques, breeding and processing, animal welfare, and areas of origin.

To judge the quality of a product, chemical or physical analyses are not enough, and not even tasting is sufficient. Any technical approach will not take into consideration all that is behind a product - the origin, history, processing technique - and does not allow the consumer to understand if a food is produced in a way that respects the environment or social justice.
In addition, marketing communications that accompany products is often mystifying: it recalls a world of farmers filled with poetry, alleged traditional techniques, and vague references to ancient flavors. Evocative images that are very far in reality from the actual quality of the advertised products. As reflected in the list of additives and ingredients of an unknown nature that are found most often on the labels of the products that we put in our shopping cart, they are light years away from the images and slogans depicted in advertising.

Frequently, the most healthy and authentic products are the ones that are penalized: their labels are legal but inadequate, and do not do justice to the extraordinary cheeses, sweets, cured meats and genuine artisanal foods to which they are applied.

Despite calls to read the label before purchasing, there are unfortunately few authentic elements on the label with genuine depth that allow for informed choices.
According to Slow Food, the quality of a food product is first and foremost a narrative, that begins with the origins of the product (the territory) and includes cultivation techniques, processing, preservation methods, and, of course, the organoleptic and nutritional characteristics. Only a narrative can restore a product's true value.

This is why many Presidia have adopted the narrative label.

Quality according to Slow Food

There is only one way to express quality: telling its story.

Slow Food has identified three elements to reference to build the concept of food quality:
• Good. Flavor and aroma, which trained senses can recognize, result from the expertise of the producer, of the choice of raw materials and production methods that do not alter the natural state of the product. "Good" in terms of organoleptic quality, of pleasure, of taste understood in cultural terms. Because "good" is relative (that which is good to me may not be good in Africa and vice versa).
• Clean. The environment must be respected through agricultural practices, animal husbandry, processing, marketing and sustainable consumption. Every stage in the agro-food chain - including consumption - must protect ecosystems and biodiversity, protecting the health of the consumer and the producer. "Clean" is the sustainability and durability of all of the processes related to food, from planting with respect for biodiversity to cultivation, the story, from processing to transportation, from distribution to consumption, without waste and through conscious choices.
• Fair. Social justice should be pursued by creating work conditions that respect human beings and their rights and that generate adequate compensation; through seeking balanced global economies; through practicing solidarity; through respecting cultural diversity and traditions. "Fair" means without exploitation, direct or indirect, of those who work in the fields, sufficient and rewarding compensation, but at the same time comparable fair pricing for those who buy and value equity, solidarity, giving and sharing.

Next, the guidelines to implement the narrative labels

… Telling the Story of Cheese and Dairy Products

Product

Describe the main characteristics of the cheese (or dairy product), including information on its history or interesting facts about its production.

Example: The saras del fen is a kind of aged ricotta. It has a round shape and compact paste, is finely granular and ivory white in color, with possible browning with advanced aging. Externally it is wrapped with hay and may be covered with mold.

Territory

Indicate where it is produced (the province, the country or even the region, to indicate precisely where the work is done). If it is significant, indicate the altitude. Report on where the animals graze, if it is different than where the company is located. It is also useful to specify the pedoclimatic characteristics of the production area, but only those that give the product particularly unique, identifying or organoleptic characteristics.

Example: The company processes the milk in Sordevolo (Piedmont, Italy) in Alto Elvo: from March to May and from October to November in the Croce farm, 700 meters above sea level; from June to September in the Muanda Alps, 1,470 meters above sea level, on the slopes of Mount Mucrone.

Animals

Indicate the number of animals raised on the farm and which breed they belong to (especially describing characteristics if it is a rare, local breed). Describe how they are raised and the amount of pasture. Explain what the animals are fed, listing the various components (fresh forage, corn, field beans, etc.). Indicate whether they eat silage (both corn and grass). Specify if it is grown on the farm or if it is purchased off farm, and if it is certified GMO free.

Example: We raise 35 Alpine Brown cows and, during the summer, they graze on pasture of about 200 hectares (about 494 acres). For the rest of the year the animals are kept in the barn, but they have one hectare (almost 2.5 acres) of land that they can graze on and are fed with hay (70% produced on the farm). Locally bought certified GMO free grains are also integrated into their diet.

Animal welfare

Explain which practices guarantee animal welfare, with a focus on available space, mutilation, methods and timing of castration, recovery areas, contact with the mother and treatments administered.

Example: Animal welfare is guaranteed through rearing in mountain pastures during the summer and in stalls of an appropriate size during the winter. Veal remain beside their mothers in specific stalls until weaned. Mutilation practices are not preformed.

Processing

Indicate the type of milk used (cow/goat, whole/skim, etc.) and specify if it is raw or pasteurized or thermized. Briefly describe the processing technique: indicate from how many milkings the milk comes from, if enzymes are used (industrial, selected locally, self-produced), the type of rennet used (veal, lamb, paste, liquid, thistle), the mode of breaking and collecting the curd, the shaping, and possible pressing and salting.

Example: Stringy cheese from cow's milk, whole and raw. To the milk, from the morning milking, you add the whey and the goat or lamb rennet paste. Break the curd with a wooden spoon and allow the maturation of the curds in the whey. The curds are collected, cut into slices and immersed in a wooden tub with almost boiling water. The cheese is formed by hand, giving it the characteristic shape of a pear with a head. After a short dip in cold water, which allows it to firm up, the caciocavallo cheese is salted in brine.

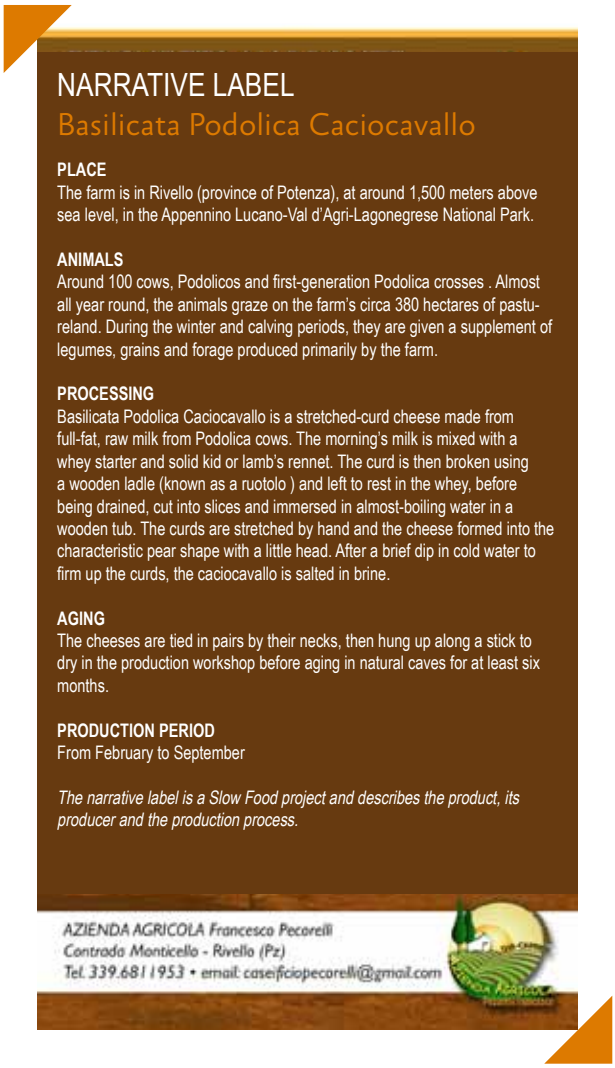
Aging
Describe the ripening period and the location (if it is a natural location - cellar or cave - or if it is a climate-controlled room). If aging is done by others, indicate the name of the affineur and where they are located.

Example: The cheese ripens on wooden boards for at least 20 days in a climate-controlled cellar.

Production period
Indicate the period in which the cheese is produced.

Example: Marzolina is produced from March to June.

Tips for use or storage
How and where to best store the product (for example, wrapped in a cotton or linen cloth, in an airtight container in the refrigerator - and at what temperature - or simply in a cool, well-ventilated place).



NARRATIVE LABEL

Basilicata Podolica Caciocavallo

PLACE
The farm is in Rivello (province of Potenza), at around 1,500 meters above sea level, in the Appennino Lucano-Val d'Agri-Lagonegrese National Park.

ANIMALS
Around 100 cows, Podolicos and first-generation Podolica crosses . Almost all year round, the animals graze on the farm's circa 380 hectares of pastureland. During the winter and calving periods, they are given a supplement of legumes, grains and forage produced primarily by the farm.

PROCESSING
Basilicata Podolica Caciocavallo is a stretched-curd cheese made from full-fat, raw milk from Podolica cows. The morning's milk is mixed with a whey starter and solid kid or lamb's rennet. The curd is then broken using a wooden ladle (known as a ruotolo) and left to rest in the whey, before being drained, cut into slices and immersed in almost-boiling water in a wooden tub. The curds are stretched by hand and the cheese formed into the characteristic pear shape with a little head. After a brief dip in cold water to firm up the curds, the caciocavallo is salted in brine.

AGING
The cheeses are tied in pairs by their necks, then hung up along a stick to dry in the production workshop before aging in natural caves for at least six months.

PRODUCTION PERIOD
From February to September

The narrative label is a Slow Food project and describes the product, its producer and the production process.

AZIENDA AGRICOLA Francesco Pecorelli
Contrada Monticello - Rivello (Pz)
Tel. 339.6811953 • email: caseificiopecorelli@gmail.com

Example narrative label of the Gargano Podolica Caciocavallo from Basilicata Slow Food Presidium

Does the narrative label have legal value?

Narrative labels do not replace the legal label, but are added to what is required by law, deepening the content of the information given.

The narrative label can therefore be integrated parallel to the legal one, or it can contain within it also the information required by law.
It can be printed on the package, or it can also be downloaded by reading a QR code.

A QR code can be generated for free online, and can refer to a page on a company's official website where the contents of the narrative label are written. The advantage of the QR code is that it also makes multimedia content relating to the production or the company accessible for consumers.

… Telling the Story of Vegetables, Fruit and Legumes

Variety

Describe the main characteristics of the variety or ecotype grown, including information on its history or interesting facts about its production.

Example: The Vesuvio Piennolo cherry tomato has an oval shape, small size and is characterized by longitudinal grooves (ribs) and a small pointed tip. Its name comes from an ancient practice of preservation, called “al piennolo,” which involves tying the stems to form clusters, called “schiocche,” and hanging them from the walls or ceiling of well-ventilated areas.

Territory

Point out where it is produced (the province, the country or even the region, to indicate precisely where the growing is done). If it is significant, indicate the altitude. It is also useful to specify the pedoclimatic characteristics of the production area, but only those that give the product particularly unique, identifying or organoleptic characteristics.

Example: The farm and its fields that grow chickpeas are found in the town of Cicerale (Campania, Italy), in the Cilento National Park, Diano and Alburni Valley. The calcareous soil and the warm, but not humid, climate give this legume a delicate flavor and high nutritional quality. The Romans first planted it in this area and christened it “terra quae cicera alit” (land that nourishes chickpeas), as is seen in the coat of arms of the town which depicts a chickpea plant.

Cultivation

Indicate how much land is cultivated and where the seeds come from: if they are bought (and where) or if they are saved by the farmers themselves. Specify the period in which the seeds are planted and the planting technique. Indicate how the soil is worked and with what kinds of systems or equipment, focusing on any interesting elements: use of poles, crop rotation (and which kinds). Explain the specific types of irrigation used (drip, overhead, etc.) and if necessary, types of weeding employed (mechanical, chemical, etc.). Describe how and with what the land is fertilized. Indicate if other treatments for disease and pest control are used and which ones.

Example: The farm grows around 5 hectares (about 12 acres) of Nizza Monferrato hunchback cardoon. The seeds, chosen and saved by the farmer, are sown in rows in May. The soil is not fertilized nor irrigated and the cardoons do not need to be treated for disease control. Weeds that grow at the beginning of the season are removed manually and, later, are overcome by the strong vegetative growth of the cardoon. In September, between the ribs and the leaves, jute string is used to tie the plants. The cardoons are covered with soil; by doing this, they lose their chlorophyll and become white. Attempting to reach the light of the sun, they swell and curve, becoming characteristically hunchback.

Harvest and storage

Describe in which period harvest takes place and by which method. Note cleaning, storage and packaging techniques.

Example: The pods are harvested by hand starting at the end of October, when they have dried out as much as possible on the plant. They are brought to a well-ventilated area, spread out on the ground on a cotton cloth, and left for about 10 days. The beans are then mechanically removed from the pods and left on the ground again for a few days to dry out completely. To protect against insects, which could appear during storage, the seeds are put in the freezer for a few days before being sold.

… if the narrative label describes a processed plant, include this additional paragraph:

Processing

Give a description of the processing of the plant, specifying the ingredients used and their origins. If processing is done in an external location, indicate the name of the processing company and where it is located.

Example: The tomatoes are cleaned and blanched in water for about 5 minutes. The tomato pulp, separated from the seeds and from the skin using a strainer, is then bottled.

Tips for use or storage

How and where to best store the product and how to cook it or prepare it for cooking.

Example: Once opened, store the bag in a dry and well-ventilated place, or: Soak the lentils for 8 hours before cooking them.

Azienda Agricola
VACCANEO CLAUDIO

Nizza Monferrato Hunchback Cardoon

The Prince of Bagna Caòda

Presídio Slow Food®

The Presidia are Slow Food projects that protect small-scale quality products in need of safeguarding, made using traditional practices.

NARRATIVE LABEL

Variety

The Nizza Monferrato hunchback cardoon is a Spadone variety. Growing to around a meter high, it has wide leaves with sweet, tender ribs, making it excellent eaten raw as well as cooked. Already back in the 18th century, the cookbook Il cuoco piemontese was recommending the cardoon as an accompaniment to one of the emblematic dishes of Piedmontese gastronomy, bagna caòda, a dip made from anchovies, garlic and extra-virgin olive oil.

Place

The farm and its land are in Nizza Monferrato, in the province of Asti. The soil is fairly poor, sandy and of alluvial origin. The climate is continental, cold and damp.

Cultivation

Claudio Vaccaneo cultivates around five hectares of Nizza Monferrato hunchback cardoons. The seeds, selected and stored by the producer, are sown in rows in May. The ground is not fertilized or irrigated, and the cardoons do not need to be treated to control disease. The weeds that grow at the start of the season are removed manually, and later they are crowded out by the cardoons' bushy growth. In September, the plants are tied with jute fiber, then bent over and covered with earth. They lose their chlorophyll and turn white. As they attempt to reach the sunlight, they swell and curve, giving them their characteristic hunchback shape.

Harvest

The hunchback cardoons are picked from early October to the end of March.

The narrative label is a Slow Food project and describes the product, its producer and the production process.

Origin: Piedmont (Italy) – Category: II – Grade: Not graded

Azienda Agricola Vaccaneo Claudio
Strada Piazzaro 8/A - 14049 Nizza Monferrato (AT)
Tel. +39 0141 72.75.09 - Cell. +39 347 077.65.26 - Fax +39 0141 72.56.42
E-mail: claudio.vaccaneo@libero.it - www.claudiovaccaneo.it

Example narrative label of the Nizza Monferrato Hunchback Cardoon Slow Food Presidium

We stand behind it!

The claims on the label are issued by the producers themselves, as a form of self-certification, and they must be able to prove that the claims are accurate in the case of inspections by inspection authorities.

For this reason it is very important that the highest level of attention is given to the accuracy of the contents of the labels.

For example, if you write that a company is raising 45 head of Piedmontese cattle, all of the cows must be registered in the Piedmontese breed's herd book.

Warning! You must be able to verify
the information written on the narrative label

… Telling the Story of Breads and Sweets

Product
Describe the main characteristics of the bread or sweet, including information on its history or interesting facts about its production.

Example: The Ceglie cookie, called “piscquett’l” in the local dialect, is a sweet made from almond paste in the form of an irregular cube and stuffed with cherry jam. The homes in Ceglie are never without it, especially for holidays. Once it was invariably present in wedding favors, christenings and communions.

Territory
Point out where it is produced (the province, country or even the region, to indicate precisely where the work is done). If it is significant (consider, for example, water from mountain areas that is optimal for bread), indicate the altitude. It is also useful to specify the pedoclimatic characteristics of the production area, but only those that give the product particularly unique, identifying or organoleptic characteristics (grains grown in certain areas, raw materials for bread, and traditional and non-traditional sweets).

Example: Meliga biscuits are made in Pamparato, in the Monregalesi Valley (Piedmont, Italy). In the past, to overcome the problem of scarce wheat harvest, it became common to add cornmeal when cooking, as corn is more durable and productive in these mountain areas.

Raw materials
Indicate the ingredients used, specifying their origins.

Example: To produce “l’ur-paarl” we use rye that is grown in the Venosta Valley above 500 meters altitude, wheat flour, cumin and Cerulean fenugreek that is harvested in the valley.

Processing
Describe processing. Indicate the type of oven (wood with direct fire, electric) and cooking times.

Example: From the second week of August, ripe figs are harvested, split in half, flattened and dried in the sun on reed mats, called “le sciaje.” Then to the inside of the fig, we add lemon zest, a few wild fennel seeds and a whole, unpeeled toasted almond. Then we overlap the figs halves, two by two, and they cook in the oven for about two hours.

Production period
Indicate the period in which the product is made.

Example: The production period is only from December to March, a period in which it is possible to process fresh, locally-harvested oranges.

Tips for use or storage
How and where to best store the product.

Example: Once the bag is opened, store the biscuits in a tin in a cool, dry place.

Casola Marocca

Chestnut-flour bread

Product
Marocca—whose name comes from the dialect word marocat, meaning "not malleable"—is a bread made from chestnut flour. It has a spongy crumb, a soft crust and a delicate, fairly sweet flavor. Marocca keeps for at least a week after baking.

Place
The bakery (Fabio Bertolucci's Il Forno in Canoàra) is in the village of Regnano, in the municipality of Casola, in Lunigiana, in the province of Massa Carrara. Until the first half of the last century, the only widely available flour was chestnut flour, while wheat flour was scarce due to primarily hilly and mountainous terrain, which made its cultivation difficult.

Ingredients
The main ingredient is chestnut flour, obtained from milling Carpanese, Punticosa and Rastellina chestnuts. The chestnuts are cultivated or harvested in the Lunigiana forests. They are dried for around a month in metati, stone structures in which a fire is lit on the lower level (and left burning for the whole drying period), while on the upper level the chestnuts are laid out on racks.
Potatoes and cornmeal from the Azienda Agricola Salvetti Franca in Casola also go into the bread, as well as Italian type "0" soft wheat flour from the Molino Roberto Rossi in Pisa, a small amount of soft wheat sown in Lunigiana, self-produced sourdough starter, a small amount of brewer's yeast and salt.

Processing
The flours (60% chestnut and 40% soft wheat) are mechanically mixed with boiled potatoes, water, salt, sourdough starter and brewer's yeast. After the dough has rested, it is formed into loaves which are left to rise on tables sprinkled with cornmeal. A knife is used to make a linear cut in the middle of the loaves, which are then baked in a wood-burning oven for around an hour.

The narrative label is a Slow Food project and describes the product, its producer and the production process.

Example narrative label of the Casola Marocca Slow Food Presidium

… Telling the Story of Fish

Product
Describe the main characteristics of the fish, shellfish or canned fish, including information on its history or interesting facts about its production.

Example: Menaica anchovies take their name from an old artisanal fishing technique that use nets called “menaica” or “menaide.” The Menaica salted anchovies have characteristic light-colored pink flesh, an intense aroma and a delicate flavor.

Territory
Indicate the area of the sea in which they are fished (and where they are handled or processed). It is also useful to specify the pedoclimatic and water characteristics, but only those that give the product particularly unique, identifying or organoleptic characteristics.

Example: The anchovies are caught in the Gulf of Salerno, within 10 miles of the coast, by a small cooperative of fishermen from Cetara. The processing company is located in Cetara (Campania, Italy).

Fishing technique
Indicate the period and the fishing technique.

Example: The fishing season is from March to July, at night, when the sea is perfectly calm. The fishermen use small boats for fishing. This fishing technique is highly selective. It uses nets called “menaica” in which the mesh traps only adult anchovies, freeing undersized fish and not affecting the seabed.

Processing
Describe processing and specify where it happens. Indicate the ingredients used and their origins.

Example: The anchovies, freshly caught, are decapitated and eviscerated by hand. They are then sprinkled with salt and, after one day, arranged in an oak container (called a “terzigno”, which gets its name from a third of a barrel), alternating with layers of salt. The oak container is covered with a wooden disk (the “tompagno”), on which stones are placed. By the pressing and maturation of the fish, a liquid is formed - the “colatura” - which is removed by hand as it rises to the surface. At the end of the maturation process of the anchovies, after about 5 months, the liquid is poured back in the tompagno, and, reaching the bottom of the container, is removed from the barrel through a special hole. At this point it is bottled in dark glass bottles.

Production period
Indicate in which period of the year the product is created.

Example: Anchovy fishing and the time of year for producing the colatura coincide: from March until July. The colatura is then ready in December.

Tips for use or storage
How and where to best store the product.

Example:
Once the bottle is open, the colatura should be kept in a cool and well-ventilated area.

Slow Food Presidium®

The Presidia are Slow Food projects that protect qualit, artisanal products made using traditional practices.
www.slowfoodfoundation.com

Menaica Anchovies

Menaica Anchovies

"Alici di Menaica"
laboratorio e punto vendita
Via Lungomare C., 31
84066 Marina di Pisciotta (Sa)
Tel. +39 347 4439102
www.alicidimenaica.it
a.tartana@gmail.com

Narrative Label

Product
Menaica anchovies are named after an ancient fishing technique that uses nets called menaica or menaide, known in the past as minaica. Salted Menaica anchovies have a pale, pinkish flesh, an intense fragrance and a delicate flavor.

Place
The processing workshop is in Marina di Pisciotta and the fish are caught in the gulfs of Sapri and Agropoli, in the province of Salerno.

Fishing technique
From April to July, when the sea is perfectly calm, nine fishermen (Gerardo Cammarano, Giuseppe Cammarano, Pasquale Cammarano, Raffaele Cammarano, Vito Cammarano, Francesco Coppola, Carmine Fedullo, Saverio Greco and Vittorio Rambaldo) catch the anchovies at night, using highly selective methods. The largest anchovies are caught in the holes of the menaica nets.

Processing
The bled and gutted anchovies are washed in brine and arranged in layers inside chestnut-wood containers, trezzarole, alternated with layers of medium-grain Trapani salt. The containers are then closed with a wooden circle, the tempagno, which is weighed down with stone weights called agliarelle.

Aging and packaging
The trezzarole are left for at least three months in the magazzeni, cool, damp spaces where the boats used to be kept. The anchovies are then packed into terracotta containers and sold.

The narrative label is a Slow Food project and describes the product, its producer and the production process.

Example narrative label of the Manaica Anchovy Slow Food Presidium

Suggestions for consumption

On every narrative label it is necessary to indicate the time at which the consumption of the product is optimal. But also how best to preserve the product once it is purchased and brought home, and for how long and where to store it to maintain quality over time. Or how to best use it in cooking a particular dish (for example, legumes need to be left to soak for different amounts of time depending on the variety, and if this is not respected it is not possible to cook a good dish).

When possible it is good to recommend a recipe, with special attention given to traditional recipes.

…Telling the Story of Cured Meats

Product
Describe the main characteristics of the cured meat, including information on its history or interesting facts about its production.

Example: The Materana Mountain Pezzente is a cured meat from the farming tradition that gets its name from the fact that, for its preparation, inferior cuts of pork are used.

Territory
Indicate where it is produced (the province, the country or even the region, to specify precisely where the work is done). If it is significant, indicate the altitude. Report on where the animals are raised or are pastured, if it is different than where the company is located. It is also useful to specify the pedoclimatic characteristics of the production area, but only those that give the product particularly unique, identifying or organoleptic characteristics.

Example: The farm is located in Castelpoto (Campania), on the slopes of Mount Taburno, about 300 meters above sea level in the Taburno Camposauro Regional Park. Castelpoto is in a hilly area surrounded by streams that makes it naturally isolated, allowing the preservation of traditions such as the making of the red sausage.

Animals
Indicate the number of animals raised on the farm and which breed or population they belong to (especially describing characteristics if it is a rare, local breed). Describe how they are raised (pasture, semi-free range, or barn), and the dimensions of the total space. Explain what the animals are fed, listing the various components of the daily feeding (corn, soybeans, field beans, tubers, etc.), specifying if they are grown on the farm or if it is purchased off farm, and if it is certified GMO free. Specify as well the distance of the slaughterhouse.

Example: The main ingredient is pork that is raised en plein air and slaughtered on the farm. In the warm months, about 70 Large White, Landrace and Duroc pigs are raised on pasture of around 5 hectares (12 acres). In the winter, the animals are kept in the barn with adjacent paddocks that give the opportunity to pasture. Their feed is a base of grains (for example barley) and certified organic legumes grown on farm (field beans and peas). Only 40% of the corn is purchased off farm, and is bought locally. For the preparation of the Valli Tortonesi salame the following ingredients are also used: Trapani sea salt, black pepper, and garlic and Barbera wine produced on the farm.

Animal welfare
Explain which practices guarantee animal welfare, with a focus on available space, mutilation, methods and timing of castration, recovery areas, contact with the mother and treatments administered.

Example: Animal welfare is guaranteed by semi-free range pasturing, which takes place in the summer in the oak stand around the farm, and in winter in a box of ample size. Piglets remain with the mother in a specific box until weaning. Mutilations are not practiced. Castrations are performed surgically within the first 15 days of life.

Processing
Give details on the period of production and describe processing. Specify all of the cuts used and if the meat is ground by machine or cut by a knife. Indicate the type of casing used, and whether it is natural or synthetic.

Example: Production takes place from November to March. The cuts of meat - shoulder, belly, loin and ham - are selected, mechanically ground and mixed with a pinch of salt, chili pepper and wild fennel. Then the pork casings are filled and tied by hand with hemp twine.

Curing

Indicate the period of curing and briefly describe the place where it happens (if it is a natural location - cellar or cave - or if it is a climate-controlled room). If curing is done by others, indicate the name of the person and where they are located.

Example: Soppressate spend a couple of weeks drying in a climate-controlled room, and then are moved to a cellar with natural ventilation. After 2-4 weeks, the salami are put into glass or clay jars and covered with lard or extra virgin olive oil produced locally. They can be preserved in this way for up to one year.

Tips for use or storage

How and where to best store the product.

Example: The jars should be stored in a cool, dry place away from any source of heat.

Narrative Label

Diano Valley Soppressata

One of Italy's leanest cured meats

Diano Valley soppressata is an aged pork salami. The oldest document mentioning its production dates back to the Middle Ages.

Place

The Santo Jacopo farm is in Monte San Giacomo (province of Salerno), on the Diano Valley plateau, in the Cilento, Diano Valley and Alburni National Park. The farmland is surrounded by mountains. The climate is typical of the Apennine valleys, with significant temperature swings, particularly in the plain, which has the best conditions for aging cured meats.

Ingredients

The main ingredient is pork from pigs born and raised in Caggiano (province of Salerno), on Pepe Salvatore's farm. Around 1,300 pigs, crosses between Large White and Italian White Duroc breeds, are raised indoors, fed on locally purchased grains and slaughtered in the province of Salerno. Diano Valley soppressata is seasoned with sea salt and black pepper.

Processing

Production takes place from November to March. Lean cuts of pork from the back and the thigh are minced, with at least 20% finely chopped with a knife. The meat is mixed with cubes of lard and salt and pepper. The mixture is used to fill pork casings, which are tied by hand using hemp string and pressed for one day.

Aging

After a couple of weeks of drying in a heat-controlled room, the soppressatas are transferred to a cellar. After 2 to 4 weeks, the soppressatas are stored for at least 60 days in glass or terracotta jars, under pork fat or extra-virgin olive oil, produced locally.

Presidio Slow Food

I Presidi sono progetti di Slow Food che tutelano piccole produzioni di qualità da salvaguardare, realizzate secondo pratiche tradizionali.
www.presidislowfood.it

L'etichetta narrante è un progetto Slow Food e racconta il prodotto, chi lo produce e tutta la filiera.

CIVITAS s.r.l. : via Hoboken 84030 MONTE SAN GIACOMO (SA)
tel./fax +39 0975 75176 - cell. +39 328 8236087
web: www.santojacopo.com e-mail: info@santojacopo.com

Example narrative label of the Diano Valley Soppressata Slow Food Presidium

... and the environment?

Sustainability can be measured. Even the choice of which meat products one consumes has an effect. Certainly, one must make an effort to be more knowledgable, and producers can supply useful information to consumers to make the most responsible choices.

Indaco2 started a partnership with the Slow Food Foundation within the Narra- tive Label Project aimed at promoting a deeper and exhaustive information on high-quality food products.

Main objective is the assessment of lifecycle based Sustainability Indicators in order to pro- vide information on potential environmental impacts of a given production, identify possible impact mitigation-compensation measures and highlight virtuous aspects and best practices.
In particular, the pilot study focuses on production of a set of breeding farms, Slow Food Pre- sidia. Compared to intensive conventional production, what are environmental impacts of the production chain in Presidia? Which best practices can be implemented for achieving a more sustainable production? How to highlight and communicate the best practices con- ducted by farmers of autochthonous species in relation to local landscape and natural resources?

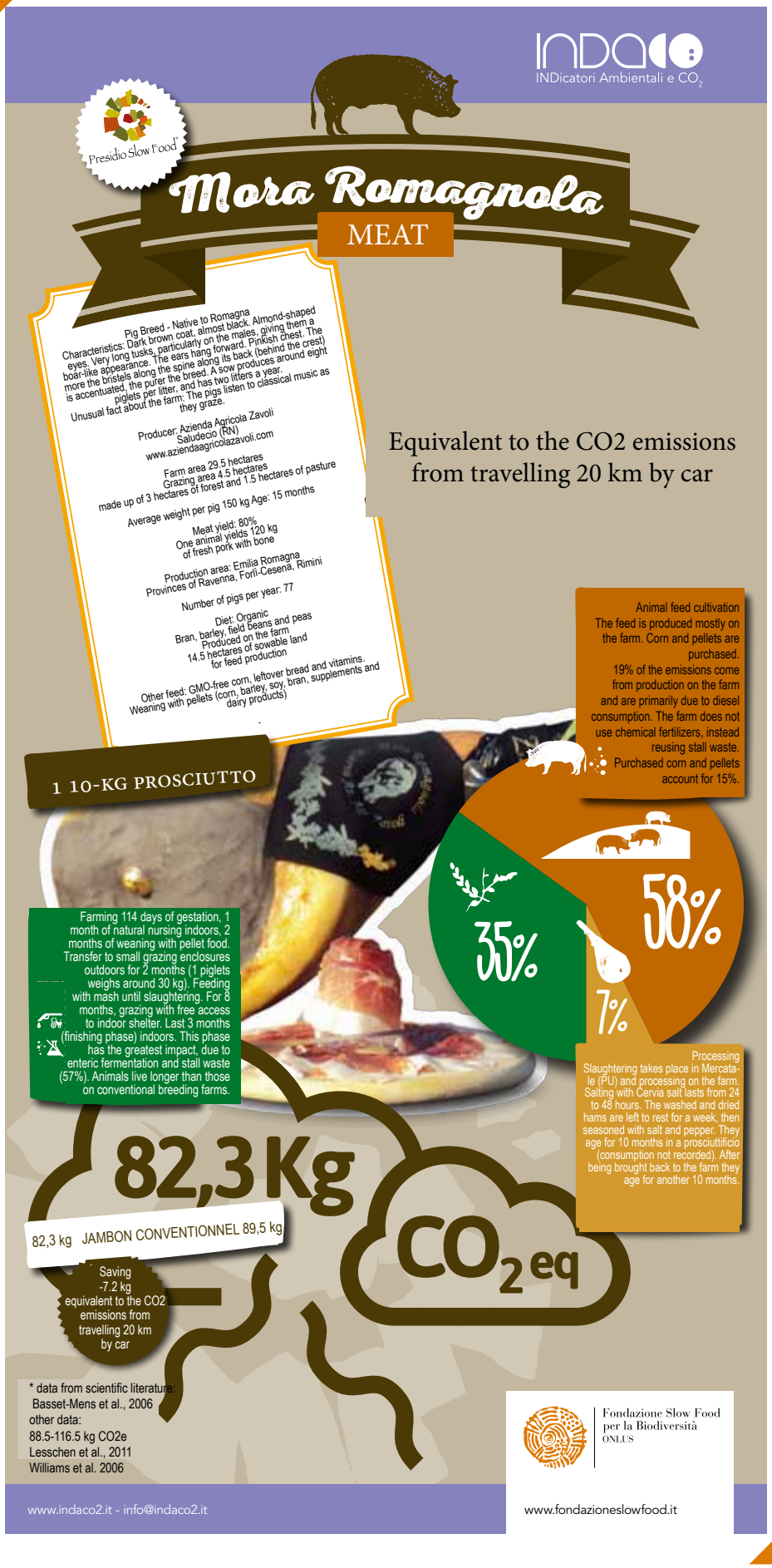
The Life Cycle Assessment is a consolidated methodology (ISO 14040-14044:2006) for measur- ing potential impacts of production systems. The “lifecycle” refers to the all processes within the production chain “from cradle to grave”, that is from the withdrawing of raw-materials to the end of life of products. In the case of pig-breeding systems, for instance, the lifecycle includes the whole production chain, from the production of feeds, to the breeding practices, until meat treating and the management of waste and manure. The analysis also considers processes of transport and material end-life.

The Carbon Footprint

The Carbon Footprint is among the indicators calculated through the LCA. It is the estimate of greenhouse gas emissions (ISO/TS14067: 2013) generated by different processes throughout a production chain. Emissions are given in terms of CO2-equivalent (kg CO2-eq). The estimate of CO2 emission per unit of product makes light on the level of sustainability of a production chain process with respect to global-scale environmental problems, such as global warming and cli- mate change. Based on this information, farmers can improve the environmental performance of products, avoiding energy and resource loss. Moreover, some wooden and agricultural areas can compensate emissions and highlight the role of ecosystems, for example allowing for a CO2 emission-absorption balance within the farm (carbon neutrality). Besides carbon footprint, other LCA based indicators are: acidification potential, eutrophication potential, water, soil and ma- rine eco-toxicity potential, etc.

There details recorded on the narrative label can give additional important information, to allow consumers to make well-informed decisions.

On the following page, you’ll be able to discover the carbon footprint of a prosciutto from the Mora Romagnola pig.


INDACO
INDicatori Ambientali e CO_2
Presidio Slow Food
Mora Romagnola
MEAT
Pig Breed - Native to Romagna
Characteristics: Dark brown coat, almost black. Almond-shaped eyes. Very long tusks, particularly on the males, giving them a boar-like appearance. The ears hang forward. Pinkish chest. The more the bristels along the spine along its back (behind the crest) is accentuated, the purer the breed. A sow produces around eight piglets per litter, and has two litters a year.
Unusual fact about the farm: The pigs listen to classical music as they graze.
Producer: Azienda Agricola Zavoli
Saludecio (RN)
www.aziendaagricolazavoli.com
Farm area 29,5 hectares
Grazing area 4.5 hectares
made up of 3 hectares of forest and 1.5 hectares of pasture
Average weight per pig 150 kg Age: 15 months
Meat yield: 80%
One animal yields 120 kg of fresh pork with bone
Production area: Emilia Romagna
Provinces of Ravenna, Forlì-Cesena, Rimini
Number of pigs per year: 77
Diet: Organic
Bran, barley, field beans and peas
Produced on the farm
14.5 hectares of sowable land for feed production
Other feed: GMO-free corn, leftover bread and vitamins.
Weaning with pellets (corn, barley, soy, bran, supplements and dairy products)
Equivalent to the CO2 emissions from travelling 20 km by car
1 10-KG PROSCIUTTO
Animal feed cultivation
The feed is produced mostly on the farm. Corn and pellets are purchased.
19% of the emissions come from production on the farm and are primarily due to diesel consumption. The farm does not use chemical fertilizers, instead reusing stall waste.
Purchased corn and pellets account for 15%.
58%
35%
7%
Farming 114 days of gestation, 1 month of natural nursing indoors, 2 months of weaning with pellet food. Transfer to small grazing enclosures outdoors for 2 months (1 piglets weighs around 30 kg). Feeding with mash until slaughtering. For 8 months, grazing with free access to indoor shelter. Last 3 months (finishing phase) indoors. This phase has the greatest impact, due to enteric fermentation and stall waste (57%). Animals live longer than those on conventional breeding farms.
Processing
Slaughtering takes place in Mercatale (PU) and processing on the farm. Salting with Cervia salt lasts from 24 to 48 hours. The washed and dried hams are left to rest for a week, then seasoned with salt and pepper. They age for 10 months in a prosciuttificio (consumption not recorded). After being brought back to the farm they age for another 10 months.
82,3 Kg
CO_2 eq
82,3 kg JAMBON CONVENTIONNEL 89,5 kg
Saving -7.2 kg equivalent to the CO2 emissions from travelling 20 km by car
* data from scientific literature:
Basset-Mens et al., 2006
other data:
88.5-116.5 kg CO2e
Lesschen et al., 2011
Williams et al. 2006
Fondazione Slow Food per la Biodiversità ONLUS
www.indaco2.it - info@indaco2.it
www.fondazioneslowfood.it

An evaluation example of the carbon footprint of the Mora Romagnola pig

co-financed by the European Union

The contents of this publication are the sole responsibility of Slow Food and EASME
is not responsible for any use that may be made of the information it contains.